

Rep Order# 9853242 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM
Last Received: 10/28/2012 2:26 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2264
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2264
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	2	TU-F,M	430A-459A	GOOD MORNING CINCY @ 430A	:30	\$30.00	10/30-11/05	2 P4	1	2	\$60.00	
	3	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$500.00	10/30-11/05	2 P2	1	2	\$1,000.00	
	4	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A	:30	\$500.00	10/30-11/05	2	1	2	\$1,000.00	
	5	TU-F,M	6A-7A	GOOD MORNING CINCINNATI	:30	\$1,200.00	10/30-11/05	3 P1	1	3	\$3,600.00	
	6	TU-F,M	7A-9A	THE EARLY SHOW	:30	\$450.00	10/30-11/05	4 P2	1	4	\$1,800.00	
	7	SA	8A-10A	SATURDAY EARLY SHOW	:30	\$750.00	11/03-11/03	1 P1	1	1	\$750.00	
	9	TU-F,M	9A-10A	THE DOCTORS	:30	\$350.00	10/30-11/05	2 P2	1	2	\$700.00	
	10	TU-F,M	10A-11A	ANDERSON	:30	\$350.00	10/30-11/05	2	1	2	\$700.00	
	12	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$725.00	10/30-11/05	1	1	1	\$725.00	
	17	TU-F,M	4P-5P	NEWS AT 4	:30	\$1,600.00	10/30-11/05	2 P1	1	2	\$3,200.00	
	18	TU-F,M	5P-527P	12 NEWS AT 5P	:30	\$1,700.00	10/30-11/05	2 P1	1	2	\$3,400.00	

Rep Order# 9853242 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM
Last Received: 10/28/2012 2:26 PM
Showing Buylines: All Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2264
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2264
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	19	TU-F,M	530P-6P	NEWS	:30	\$1,800.00	10/30-11/05	3 P1	1	3	\$5,400.00	
	20	TU-F,M	6P-630P	NEWS	:30	\$3,000.00	10/30-11/05	2 P1	1	2	\$6,000.00	
	21	TU-F,M	630P-7P	NEWS	:30	\$3,500.00	10/30-11/05	2 P1	1	2	\$7,000.00	
	24	TU-F,M	7P-730P	INSIDE EDITION	:30	\$2,500.00	10/30-11/05	3 P1	1	3	\$7,500.00	
	25	TU-F,M	727P-8P	ENT. TONITE	:30	\$3,000.00	10/30-11/05	3 P1	1	3	\$9,000.00	
	26	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$650.00	11/03-11/03	1 P2	1	1	\$650.00	
	27	TU-M	11P-1135P	12 NEWS AT 11P	:30	\$5,000.00	10/30-11/05	2 P1	1	2	\$10,000.00	
	28	TU-F,M	1136P-1236A	DAVID LETTERMAN	:30	\$1,600.00	10/30-11/05	1 P1	1	1	\$1,600.00	
	29	TU-F,M	1236A-136A	LATE LATE SHOW	:30	\$450.00	10/30-11/05	1 P1	1	1	\$450.00	
	31	W	9P-10P	CRIMINAL MINDS	:30	\$7,500.00	10/31-10/31	1 P2	1	1	\$7,500.00	
	33	F	10P-11P	BLUE BLOODS	:30	\$8,500.00	11/02-11/02	1 P1	1	1	\$8,500.00	

---REPORT TOTALS---

Report Totals: 43 / \$80,535.00

---SALES MONTHLY TOTALS---

Nov 12: 43 / \$80,535.00

Sales Totals: 43 / \$80,535.00

Rep Order# 9853242 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM
Last Received: 10/28/2012 2:26 PM
Showing Buylines: All Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2264
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2264
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 43 / \$80,535.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$217,662	CABL	0%	EKRC	0%	UNKN	63%	WBQC	0%	WCPO	0%
		WKRC	37%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

Order / Rev:	68919	Advertiser:	Obama/D/President
Alt Order #:	09853242	Product Desc:	OBAMA ADD TO SKED A
Flight Dates:	10/30/12 - 11/06/12	Estimate:	2264

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/30/12	11/05/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati GOOD MORNING CINCY @ 5A	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	2	\$500.00	0.00									
E 4	WKRC	10/30/12	11/05/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati GOOD MORNING CINCINNATI	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	3	\$1,200.00	0.00									
E 5	WKRC	10/30/12	11/05/12	CBS This Morning CBS Morning News THE EARLY SHOW	CM	7:00 AM-9:00 AM	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	4	\$450.00	0.00									
E 6	WKRC	11/03/12	11/03/12	CBS This Morning Saturday Saturday Early Show	CM	8:00 AM-10:00 AM (8:00 AM-10:00 AM)	-----S-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/29/12	11/04/12	-----S-	1	\$750.00	0.00									
E 7	WKRC	10/30/12	11/05/12	M-F 9a-10a M-F 9a-10a THE DOCTORS	CM	9:00 AM-10:00 AM	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	2	\$350.00	0.00									
E 8	WKRC	10/30/12	11/05/12	M-F 10a-11a M-F 10a-11a ANDERSON	CM	10:00 AM-11:00 AM	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	2	\$350.00	0.00									
E 9	WKRC	10/30/12	11/05/12	Local 12 News at Noon Local 12 News at Noon 12 NEWS AT NOON	CM	12:00 PM-12:30 PM	MTWTF--	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	1	\$725.00	0.00									
E 10	WKRC	10/30/12	11/05/12	4p Local 12 News at Four 4p Local 12 News at Four News at 4	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	2	\$1,600.00	0.00									
E 11	WKRC	10/30/12	11/05/12	5p Local 12 News at Five 5p Local 12 News at Five 12 NEWS AT 5P	CM	5:00 PM-5:27 PM (5:00 PM-5:27 PM)	MTWTF--	:30	2	\$1,700.00	P-1	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	2	\$1,700.00	0.00									
E 12	WKRC	10/30/12	11/05/12	5p Local 12 News at Five 5p Local 12 News at Five News	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	3	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	3	\$1,800.00	0.00									
E 13	WKRC	10/30/12	11/05/12	6p Local 12 News at Six 6p Local 12 News at Six News	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	2	\$3,000.00	0.00									
E 14	WKRC	10/30/12	11/05/12	CBS Evening News 630p CBS Evening News News	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/30/12	11/05/12	MTWTF--	2	\$3,500.00	0.00									
E 15	WKRC	10/30/12	11/05/12	7:00 PM-7:30 PM	CM	7:00 PM-7:30 PM	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00

